

261—39.7 (15) Selection criteria. The following factors shall be considered in the selection of a city for participation in the main street program (the highest point total possible is 400 points):

39.7(1) Support/funding. (100 points maximum)

a. Evidence of a strong commitment from city government and various local and private sector organizations to support a local main street program for at least three years. This evidence will include a resolution of support from the city government and other organizations in the community such as merchants associations, chambers of commerce or economic development corporations in addition to letters of support from other private sector entities.

b. Evidence of local public and private funds available to finance a local main street program for three years. This evidence will include a proposed local main street budget, sources of funding and financial commitment letters from the city government and other identified sources.

c. Evidence of a positive commitment to hire a local main street program director for not less than a three-year period. This evidence shall include a written commitment to hire a program director, signed jointly by the local nonprofit organization established to govern the local program and the city. For cities with a population of less than 5,000, the local main street program director shall be hired for a minimum of 25 hours per week. For cities with a population of 5,000 or more, the local main street program director shall be hired full-time.

d. Evidence of the existence of, or a plan for, a nonprofit corporation organized under the laws of the state, such as a local main street organization, merchants association, chamber of commerce or economic development corporation that will be locally designated to serve as the governing body and policy board for the local main street program and program director. This evidence will include a copy of the proposed or filed articles of incorporation and the bylaws of such organization.

39.7(2) Historic building fabric. (60 points maximum)

a. Evidence of the existence of architecturally and historically significant buildings in the traditional commercial district that are currently listed on the National Register of Historic Places or are National Register-eligible or are in National Register-designated historic districts. This evidence shall include identification of such buildings or districts.

b. Evidence of a local historic preservation organization and any evidence that indicates the organization's involvement working on historic projects located in the traditional commercial district. This evidence shall include the identification of such organizations and activities over the past three years.

c. Evidence of any current historic preservation activities.

d. Evidence of the concentration of historic buildings located within the identifiable main street area.

e. Evidence of a locally designated historic district.

39.7(3) Potential. (100 points maximum)

a. Consideration of the possibility for demonstrable change in the proposed main street district as a result of being a main street city. Demonstration of this possibility includes the identified goals of the applicant, the potential for the realization of these goals and identification of the long-term impact the main street program will have on the city.

b. Potential for successfully completing the five-year program start-up period. Demonstration of this potential shall include the proposed structure of the organization, the responsibilities of the board members, the program director and the chain of command for the organization.

c. Demonstration of the need for economic revitalization and development in the district. Demonstration of this need includes a summary of the current economic trends in the area and their impact on the district and a summary identifying reasons for needing the main street program.

d. Identification of the size and location of the district as related to the whole community. This shall include justification for the size of the district.

39.7(4) Current community demographics. (40 points maximum)

a. Description of the housing characteristics of the city, including the average vacancy rate and the condition of housing stock.

b. Description of the cultural, tourism and recreational aspects of the community. The importance the community places on these quality of life issues provides a barometer for future community growth.

c. Description of the mix of retail, professional services, government offices and other commercial uses in the district.

d. Description of building ownership within the proposed main street district, such as the current use, percentage of owner-occupied buildings, average rent rates and the vacancy rate.

39.7(5) Previous history. (60 points maximum)

a. Identification of previous revitalization efforts, including identifying prior programs and their outcome.

b. Evidence of past public/private partnerships. This evidence shall include a summary of significant civic improvements completed by the community within the past three years.

c. Evidence of a good private investment record in the proposed main street district. This evidence shall include descriptions of commercial building rehabilitations and new construction within the past three years.

d. Evidence of comprehensive plans, studies or surveys, which include the proposed main street district, done within the past three years. This evidence shall include copies of such plans, studies or surveys and their outcome.

e. Evidence of participation in other Iowa department of economic development programs within the past three years.

f. Designation as a certified local government, an Iowa great place, or an Iowa cultural and entertainment district from the Iowa department of cultural affairs.

39.7(6) Readiness. (40 points maximum)

a. Identification of the community's familiarity with the main street program and principles as evidenced by prior exposure to main street conferences, community presentations, and contact with the main street Iowa program.

b. Demonstration of support shown for the main street program by the local financial community, the chamber of commerce, the merchants association, the local economic development organization, the local elected officials and the professional staff of city government.

c. Demonstration of the ability to implement the main street program and hire a program director upon selection. Demonstration of this ability shall include a work plan with established timetables to hire a program director and organize a board of directors, if needed.